

City of Cambridge Economic Development Division Newsletter**In this issue:**

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Greetings!

Check out some of the programs listed below to help your business succeed and grow during the holiday season and beyond.

Many local businesses have already benefited from participating in these classes. The owner of an independent gift shop in Cambridge who has taken two workshops says, "The instructors were great leaders with a wealth of knowledge. They were able to give individual suggestions according to the type of business you owned. As a result my business has steadily increased over the last 5 months. I even launched a website this summer! I enthusiastically recommend these workshops for any small business owner."

Holiday Marketing Strategies Workshop

The holidays are coming! If you want to make the most of your sales opportunities don't miss this workshop taught by experts from the Center for Women & Enterprise.

Come learn creative and cost-effective marketing techniques to attract shoppers and become a better competitor during the busy holiday season. Read more about the workshop [Holiday Marketing Strategies Workshop](#)

When: November 2, 2006, 8:00-10:00 am

Where: City Hall Annex, 344 Broadway, 2nd floor

Cost: Free for eligible Cambridge participants; \$35 for others. Eligibility determined at pre-registration. To learn more please go to [eligibility guidelines](#)

Contact: Rona Holmes at 617-349-4637 or rholmes@cambridgema.gov

SPACE IS LIMITED! PRE-REGISTRATION IS REQUIRED

Best Retail Practices Workshop

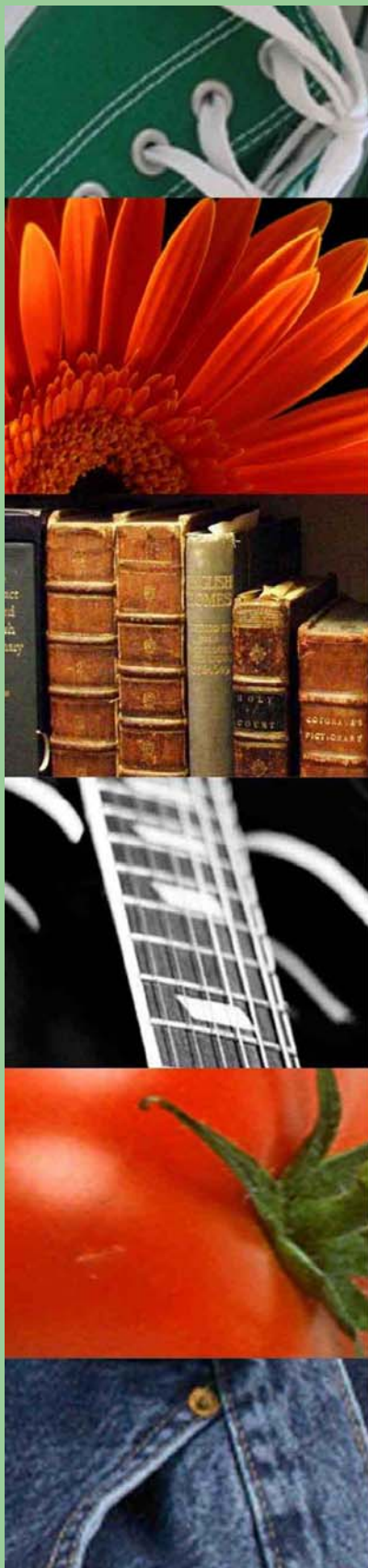


Photo Credit: NELSON

Come to a ***FREE Best Retail Practices Workshop*** presented by retail specialists NELSON and Clair/Stone Communications and get tips to increase your business and enhance your image. **Learn if your business is eligible for free individual in store advice and a grant.**

This program provides a workshop, one-to-one consultations with retail specialists and grant assistance to Cambridge retailers and restaurant owners.

Best Retail Practices has helped hundreds of retail businesses all over the City. Be part of the excitement. This is an excellent opportunity to improve the interior of your business and receive excellent practical marketing and advertising advice at the same time. The goal of this program is to help you **boost your sales!**

One participant of the program commented, "Almost all of our customers comment on how good the store looks now. It is easier to find things and for us to restock. I would like to thank the City of Cambridge for providing this program. We probably wouldn't have been able to do it (the improvements) otherwise."

For more information on this program go to [Best Retail Practices Workshop](#).

Date: Wednesday, November 8, 2006

Check-in: 8:15-8:30 am

Program: 8:30-11:00 am

Location: Windsor St. Community & Healthcare Center, 119 Windsor St., Cambridge

Contact: Elaine Madden 617-349-4618 or emadden@cambridgema.gov

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SOMWBA Certification

Each year, state agencies purchase millions of dollars worth of products and services from businesses certified as minority or women-owned. If your business is at least 51% minority or women-owned, you can benefit from these opportunities by getting certified through the State Office of Minority and Women Business Assistance (SOMWBA).

Cambridge businesses can learn more about certification requirements at a **free** workshop. sponsored by the Cambridge Community Development Department and conducted by SOMWBA.

Please join us for the next SOMWBA workshop

When: December 13, 2006 10:00 am-1:00 pm

Quick Links...

- [Economic Development Division's Small Business Assistance](#)
- [City of Cambridge Calendar of Events](#)
- [Economic Development Staff Contacts](#)
- [Economic Development Division Brochure](#)
- [Economic Development Division Homepage](#)

Join our mailing list! Just enter your email address below

Join

Where: City Hall Annex, 344 Broadway, 4th floor

To learn more or to register go to the [SOMWBA](#) website or call Tom at 617-973-8570

Cambridge Microfinance Initiative

Cambridge Microfinance Initiative is a non-profit organization based at Harvard University that provides small loans, business tutoring, and technical and strategy advice in a one-year program.

The Initiative is intended to help low-income people who don't have the collateral, credit history or past experience to secure a commercial loan.

If you have a solid idea for a small business and are personally committed to it, then you are eligible to join the program and may be eligible to apply for a loan.

You can learn more about the program, at their Informational Meeting:

When: Thursday, November 9, 7:00-8:00 pm

Where: 45 Mt. Auburn St. (near Harvard Sq) Please RSVP to cambridgemfi@gmail.com

For more information go to the [Cambridge Microfinance Initiative](#) website.

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web: <http://www.cambridgema.gov>